

Hotelbeds launches project to ‘Make Room for Ukraine’

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Palma, Spain, 21st March 2022 – Hotelbeds, the world’s leading bedbank, has this week announced it is using its position in the industry to help refugees fleeing the conflict in Ukraine to find accommodation.

Working with local NGOs, and with the generous support of its hotel partners across Europe, the company has launched its Making Room for Ukraine project, following its announcement to cease its commercial activities in Russia and Belarus. Hotelbeds is also supporting the relief efforts of the International Committee of Red Cross as a neutral, independent and impartial organization responding to urgent humanitarian needs in Ukraine and neighbouring countries.

Hotelbeds’ ESG lead, Aina Aguiló, said; “We knew we had to move quickly as the people of Ukraine needed urgent help, so a lot has been happening in a very short space of time.

“We are working with NGOs on the Ukrainian border to identify where refugees are heading, the route they will take and what accommodation they will need along the way.”

And CEO, Nicolas Huss, added: “We recognise that we’re in a pretty unique position within the industry where we can leverage our relationships to support this humanitarian crisis. It is the least we can do.

“Of course this wouldn’t be possible without the generous help of our hotel partners and the NGOs. We are grateful to them for their quick response and support, as well as to our teams who have been working day and night to make this happen.”

The project has already helped a number of families to make the journey from Ukraine to Spain via Hungary and France, including a group who just days before were sleeping on the floor of a shopping mall.

On behalf of the Asociación Ucraniana de Mallorca y Associació Per Ells, NGO collaborator, Marcos Cabrer, thanked Hotelbeds and their hotel partners and said: “On behalf of our group of refugees and volunteers i just want to thank Hotelbeds and their partners for their courtesy and attention. After many kilometres and especially leaving loved ones behind, even the refugees who were suffering the most had a change in their eyes and faces’ expressions. Thank you.”

About Hotelbeds

Hotelbeds is the world’s leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 300,000 hotel properties across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier’s direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world's largest B2B seller of travel ancillaries, offering worldwide coverage of transfer routes and 18,000 activities, as well as experiences and car rental suppliers. Operating under the 'Beyond the Bed' product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain.

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